

Co-Op: Randolph County Community Improvement Strategy: Tourism Product Development and Media Relations

Community Improvement Strategy:

In order to promote economic development, Randolph County and the Cities of Cuthbert and Shellman will work with local, state and regional media outlets to develop and share its story.

Issues to be addressed

Though Randolph County is one of Georgia's persistent poverty counties, the county is truly rich in historic and natural resources. Randolph County will work with local, state and regional media outlets to promote itself and tell its unique story. Through this media exposure, Randolph County hopes to spur economic development in the county by attracting tourists and growth. The county will also try to market itself to film producers in the hopes that the county will be used as the setting for a film. In addition, the chamber of commerce will work to market itself to industrial prospects by updating their website and brochures.

Strategy

Over the two year period, Randolph County will accomplish the following:

1. Develop public relations committee
2. Research possible film industry and media contacts
3. Update Randolph County and Chamber of Commerce brochures
4. Promote the Fletcher Henderson family through website and local publications
5. Promote and market an annual fall festival

The community will measure its success at the end of two years, by:

1. An established and active public relations committee through the Chamber of Commerce
2. Completion of updated Chamber Brochure
3. Randolph County Website that is updated frequently
4. Development of a list of media contacts.
5. Increased attendance and participation at local events by partners and vendors
6. Randolph County will be a member of the Georgia Film Friendly Community Initiative
7. Images of Randolph County will be uploaded onto the Georgia Film, Music & Entertainment Office's film location database
8. An active and diverse group of partners with the annual fall festival
9. More available information on the web and in local publications related to the Fletcher Henderson family and Festival

IMPLEMENTATION PLAN

Issue Addressed	Action Item	Responsible Local Partners	Responsible State Partners	Cost Estimate	Possible Funding Sources	Starting and ending dates
Support the promotion of and recognition of the Fletcher Henderson Family	Chamber and PR Committee will include information regarding both Fletcher Henderson, Sr. and Fletcher Henderson, Jr. on their website and publications.	Richard A. Lee, Fletcher Henderson Foundation Chamber PR Committee Historical Society Arts Council	Jeff Stubbs, Plantation Trace Tourism Representative, Tourism Division, Dept of Economic Development	n/a	City and County contributions Ad sales for program Donors Program, t-shirts, hat sales	October 2009 through May 2010
Plan, promote and market a Fall Festival	Apply for GA Dept of Economic Dev Marketing Grant and Develop steering committee and committee chairs to hold annual festival the weekend of opening deer season	Chamber, Local wildlife/hunting businesses, Civic groups and other organizations	Jeff Stubbs, Plantation Trace Tourism Representative, Tourism Division, Dept of Economic Development	5,000	City and County contributions, vendor fees, sponsorships 2010 Tourism Marketing Co-Op Program	On going
Media – Tourism and Film	Develop public relations committee	Patricia Goodman and Karen Pittman, Chamber of Commerce Arts Council Randolph Tomorrow	DCA, DEcD	\$50	Chamber of Commerce	May 2009 – ongoing
Media - Tourism	Invite your Regional Tourism Representative from the Department of Economic Development to committee meetings for advice on how to	Patricia Goodman and Karen Pittman, PR Committee	Jeff Stubbs, Plantation Trace Representative 5584 Mill Store Road	n/a	n/a	September 2009 through January 2010

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	promote Randolph County		Lake Park, GA 31636 P: 229-559-8336 F: 229-559-8337 C: 404-274-1405 jstubbs@georgia.org			
Media - Tourism	Update Randolph County's Chamber of Commerce brochures	Patricia Goodman and Karen Pittman, Chamber of Commerce and PR Committee	DCA, Jeff Stubbs, DEcD	\$250	Communities of Opportunity Funds	October 2009 through March 2010
Media - Tourism	Print approximately 7500 copies of the brochures	Patricia Goodman and Karen Pittman, PR Committee	DCA, DEcD	\$4000	Communities of Opportunity Funds	March 2010
Media - Tourism	Obtain a copy of the Georgia Visitor Information Centers Brochure Distribution Policy by calling Pam Cain at the Georgia Tourism Division at 770-574-2621 or e-mail her at tallapoosa@georgia.org or go to www.marketgeorgia.org	Patricia Goodman and Karen Pittman, PR Committee	DEcD	\$0	n/a	October 2009
Media - Tourism	Package and mail brochures (media mail) to all the Georgia Visitor Information centers	Patricia Goodman and Karen Pittman, PR Committee	n/a	\$250	Communities of Opportunity Funds	March 2010
Market Randolph County to	Update Randolph County's Chamber of Commerce website	Patricia Goodman, Karen Pittman,	DCA, Jeff Stubbs, DEcD	\$250	Communities of Opportunity Funds	December 2009

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Industry		and Cindy Fincher, PR Committee Chamber of Commerce				
Media - Film	Create committee to deal with Georgia Film, Music & Entertainment Office of the Department of Economic Development	Kuanita Murphy	Georgia Film, Music & Entertainment Office of the Department of Economic Development	\$0	n/a	October 2009
Media - Film	Have Film Committee create list of possible film locations within the county, including Andrew College, historic County Courthouse, historic farm, (Consider working with Stewart County and including Providence Canyon and Westville)	Kuanita Murphy Film Committee	Georgia Film, Music & Entertainment Office of the Department of Economic Development	n/a	n/a	October 2009
Media - Film	Complete registration for the Film Friendly Communities Initiative	Kuanita Murphy Film Committee	Georgia Film, Music & Entertainment Office of the Department of Economic Development	n/a	n/a	October 2009
Media - Film	Contact Lee Thomas, Film Location Specialist, with GA Film, Music & Entertainment Office to set up possible site visit and to get specifications on photographs	Kuanita Murphy Film Committee	Jeff Stubbs, DEcD, Georgia Film, Music & Entertainment Office of the Department of Economic Development	n/a	n/a	November 2009

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Media - Film	Consider hiring professional photographer to take panoramic shots of potential film locations (which are the industry standard)	Kuanita Murphy Film Committee	Georgia Film, Music & Entertainment Office of the Department of Economic Development	\$250	Communities of Opportunity Funds	November 2009
Media - Film	Upload photos of potential film locations onto Georgia Film, Music & Entertainment Office of the Department of Economic Development website's film location database	Kuanita Murphy Film Committee	Georgia Film, Music & Entertainment Office of the Department of Economic Development	n/a	n/a	February 2009